
The background of the slide is an abstract digital composition. It features a series of overlapping, wavy lines in shades of red, orange, green, and blue, creating a sense of depth and movement. A bright, circular light source is positioned in the upper center, casting a soft glow across the scene. The overall color palette is warm and vibrant, with a mix of pastel and more saturated tones.

Entering the movie market

Recommendations for producing original content

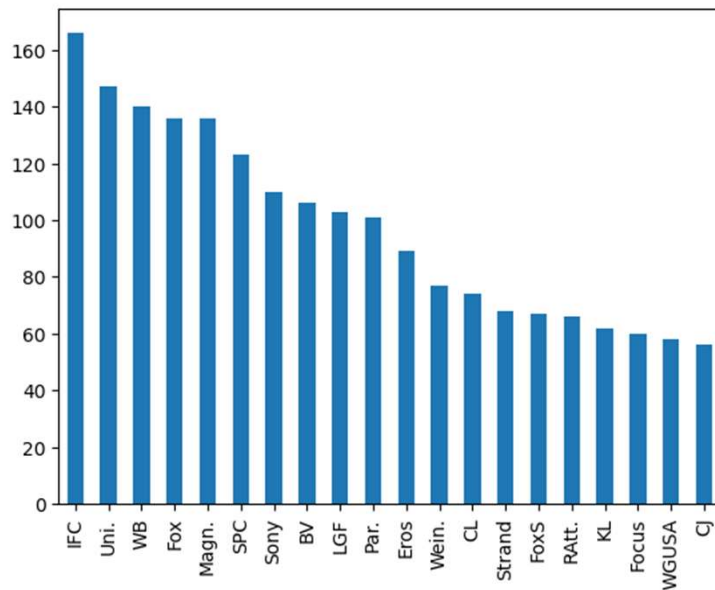
A large orange shape on the left side of the slide, consisting of a rectangle on the left and a quarter-circle on the right.

The movie market Recommendations

- Billion dollar industry
 - Genres: documentary, drama, and comedy are most common and highest rated.
 - Aim for films to fall in ratings categories: PG-13, PG, and also R.
 - Spend cautiously to achieve higher profits
 - Consider our lists of top movies to learn from and top actors/actresses for hiring.
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- Four short, curved yellow lines in the bottom right corner of the slide, arranged in a slightly upward-curving sequence.

Introduction

- Main players include IFC, Universal, WB, Fox and more...
- Billions of dollar industry

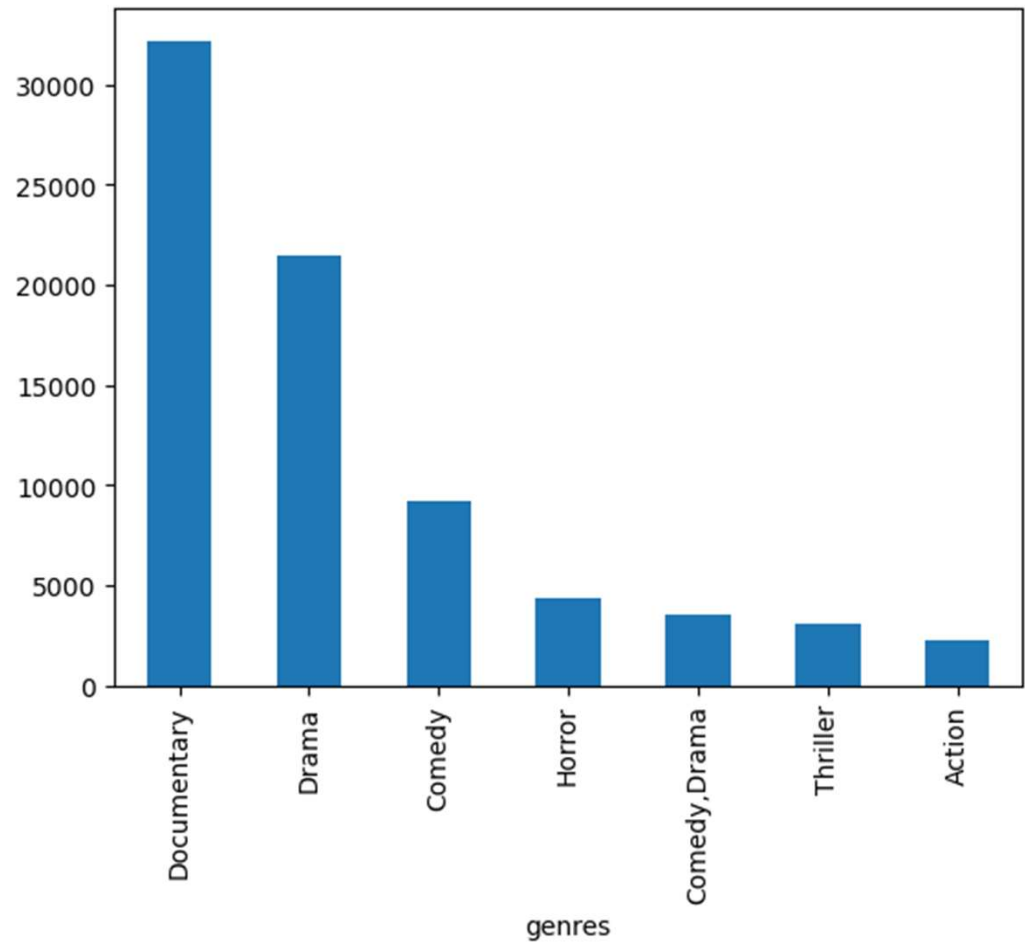


	domestic_gross (\$)	foreign_gross (\$)
year		
2010	1.015693e+10	1.437426e+10
2011	1.006416e+10	1.567099e+10
2012	1.087661e+10	1.703789e+10
2013	1.079233e+10	1.661239e+10
2014	1.033774e+10	1.697197e+10
2015	1.105141e+10	1.520395e+10
2016	1.125365e+10	1.911904e+10
2017	1.093327e+10	2.005093e+10
2018	1.109121e+10	1.747449e+10

Data cleaning

- Missing Data → dropped records
 - Enough data
- Converted object data to numeric

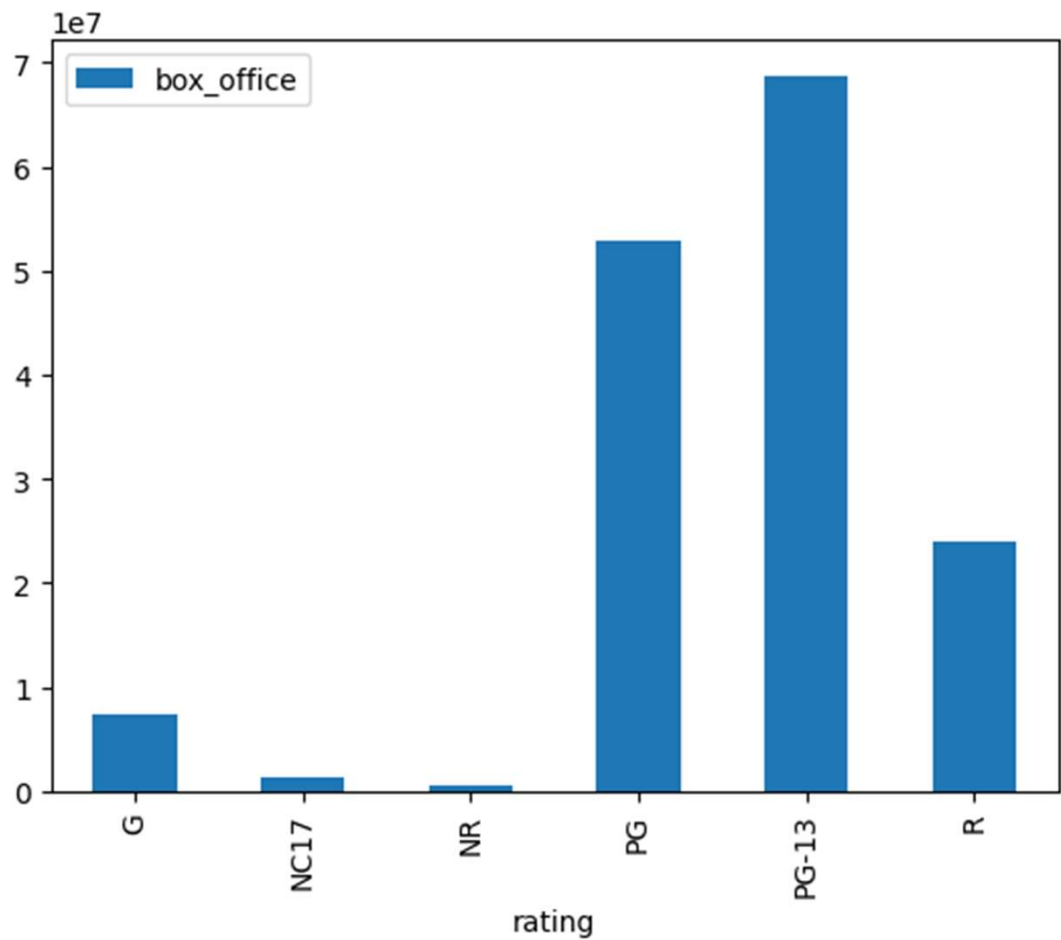
Genres
produced
most
frequently



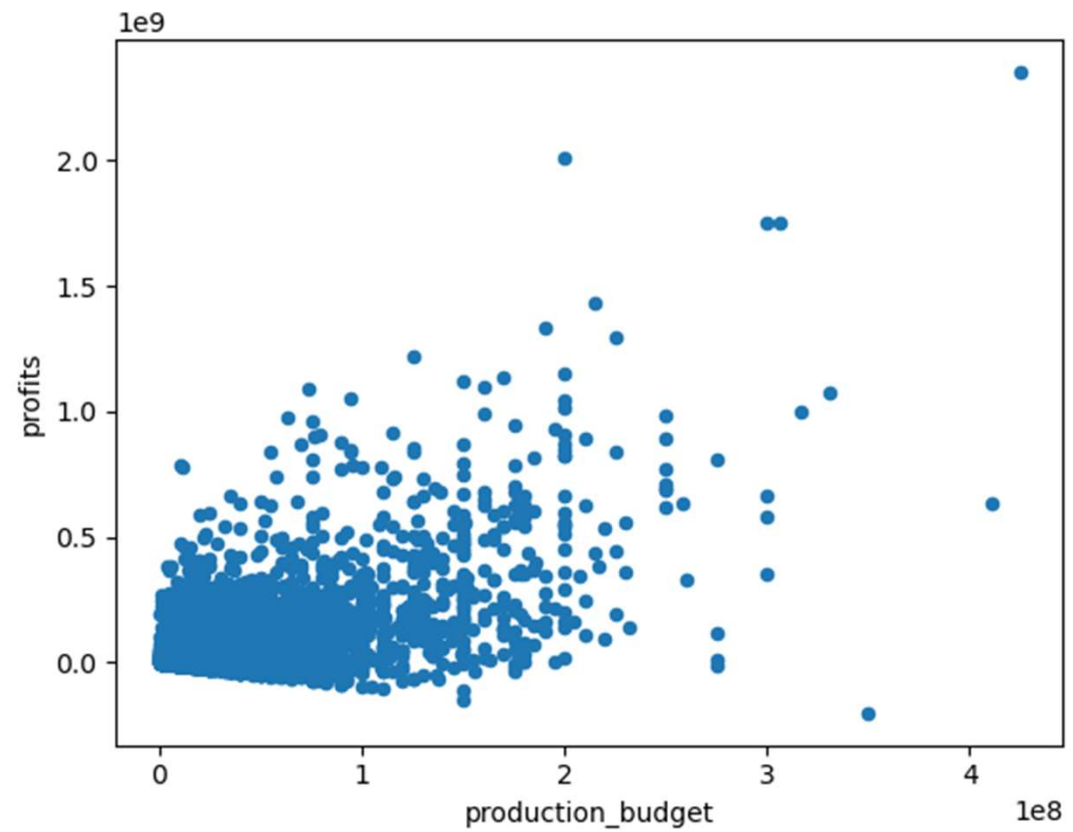
Highest rated genres

	genres	averagerating	Numvotes
0	Documentary,Family,Romance	9.7	25
1	Comedy,Documentary,Sport	9.7	22
2	Comedy,Documentary,Fantasy	9.4	5
3	Documentary,Family,Musical	9.3	19
4	History,Sport	9.2	5
5	Documentary,History,War	9.2	29
6	Crime,Documentary,Drama	9.2	8
7	Action,Documentary,Sport	9.2	8
8	Comedy,Documentary,Romance	9.1	7
9	War	9.0	5
10	Music,Mystery	9.0	5

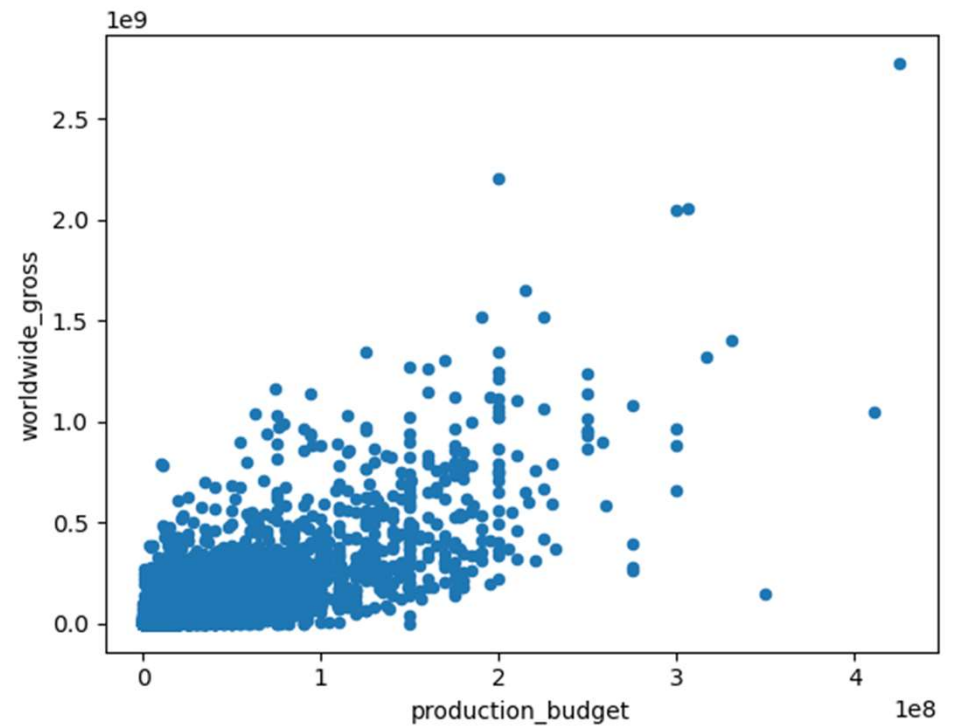
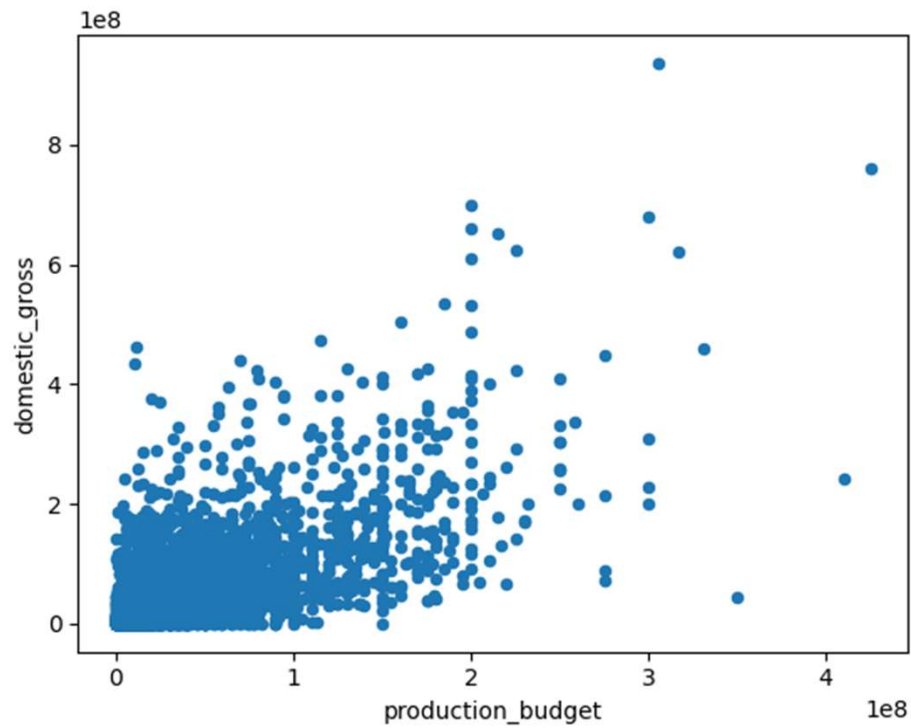
the top four most popular ratings, in order, are PG-13, PG, R and G. PG-13 has almost 3x as much sales as R.



There is some correlation between production budget and profits, but many lower budget movies have substantial profits.



Similar findings with sales figures



Actors who have been voted most on by fans.

	primary_profession	primary_name	averagerating	numvotes
0	actor	Mark Fleischmann	8.8	1841066
1	actress	Claire Geare	8.8	1841066
2	actor	Wade Williams	8.4	1387769
3	actor	Oliver Cotton	8.4	1387769
4	actor	Cameron Jack	8.4	1387769
5	actor	Will Estes	8.4	1387769
6	actor	Uri Gavriel	8.4	1387769
7	actress	Aja Evans	8.4	1387769
8	actor	Mark Killeen	8.4	1387769
9	actor	Gualberto Del Toro	8.4	1387769

actors who
have been
voted highest
on by fans.

	primary_profession	primary_name	averagerating	numvotes
0	actor	Loki	9.9	417
1	actor	Chris Scagos	9.7	5600
2	actor	John Luder	9.7	5600
3	actor	Rafal Zawierucha	9.7	5600
4	actress	Jennifer Churchich	9.7	5600
5	actress	Dallas Chandler	9.7	5600
6	actress	Mikey Madison	9.7	5600
7	actress	Samantha Robinson	9.7	5600
8	actress	Courtney M. Moore	9.7	5600
9	actress	HaleyRae Christian Cannell	9.7	5600

actors/actresses
in highest
grossing movies

	worldwide_gross	primary_profession	primary_name
Avengers: Infinity War	2.048134e+09	actor	Winston Duke
Avengers: Infinity War	2.048134e+09	actor	Ethan Dizon
Avengers: Infinity War	2.048134e+09	actress	Pom Klementieff
Avengers: Infinity War	2.048134e+09	actor	Tom Vaughan-Lawlor
Avengers: Infinity War	2.048134e+09	actress	Danai Gurira
Avengers: Infinity War	2.048134e+09	actress	Florence Kasumba
Avengers: Infinity War	2.048134e+09	actress	Kerry Condon
Avengers: Infinity War	2.048134e+09	actor	Bobby Hoskins
Avengers: Infinity War	2.048134e+09	actor	Jacob Batalon
Jurassic World	1.648855e+09	actress	Anna Talakkottur
Jurassic World	1.648855e+09	actress	Chloe Perrin
Jurassic World	1.648855e+09	actress	Kelly Washington
Jurassic World	1.648855e+09	actress	Courtney James Clark
Jurassic World	1.648855e+09	actress	Katie McGrath
Jurassic World	1.648855e+09	actor	Ty Simpkins
Furious 7	1.518723e+09	actor	Lucas Black

Conclusion

- Consider highlighted actors/actresses and movies
- Higher budgets sometimes means higher profits
- Target documentary, comedy, drama genres and PG-13, PG, and R ratings.